

School District Legislative Campaign

Prepared for the SSDCC member by Robert P. Jones & Associates

Objective - The School District Legislative Campaign will participate in a coordinated legislative advocacy effort on behalf of the interests of the School District .

Objective - The School District will create and publish a School District Legislative Agenda articulating projects and issues needing support and action during the 2006 Legislative Session.

The Legislative Campaign effort is to ensure that the issues important to the School District are effectively considered by the Legislature during the 2006 Legislative Session.

The goals of the Legislative Campaign are:

- That the School District articulate and communicate their legislative and state interests clearly and effectively.
- That the School District identify and adopt a set of legislative priorities for the School District.
- That the School District participates affirmatively in the legislative process by
 1. Meeting with each of their legislators before the legislature begins.
 2. Communicating and conduct meetings with key legislators throughout regarding key legislative issues throughout the year.

Key Steps

- Adoption of the School District Legislative Agenda for the 2006 Legislative Session for distribution to members, state legislators, and other interested organizations and individuals.
- Implementation of a coordinated Legislative Program to address local priorities and issues that are important to the School District interests.
- Ensuring that a program is initiated to convey the School District priorities to members of the Legislature, the Governor, State Agency contacts, and others as needed.

Campaign Phases

- Phase I begin immediately and conclude In December. This phase includes: Development and Adoption of the School District Legislative Agenda; and making initial contacts with legislators.
- Phase II begins in December and concludes with the beginning of the legislative session. This phase includes: conducting meetings with School District representatives, state agency contacts, regional contacts, and local legislators to make sure key decision makers are aware and supportive of the School District Legislative Agenda.
- Phase III begins with the 2006 Legislative Session. This phase includes keeping track of legislative issues and participating in activities throughout the legislative session.

Creating a Local Legislative Agenda

Objective - The School District will create and publish a School District Legislative Agenda articulating projects and issues needing support and action during the 2006 Legislative Session.

The publication should include: information on the local school district, district contacts, local issues and state issues important to the School District.

The following items are suggestions to be included in the School District Local Legislative Agenda:

1. A listing of School District Officials and Key Staff – with E-mail Addresses and Telephone Numbers
2. A listing of Senators and Representative of the School District
3. OPTIONAL ELEMENT - A Narrative Overview and/or History of the School District
4. OPTIONAL ELEMENT - A Section that articulates Key Facts on School District
 - A map of the School District.
 - Number of Schools
 - Student Population – with demographic breakdown
 - Employment Data
 - Other pertinent demographic information
 - Student Performance Data – Graduation Rates, School Grades, etc.
5. OPTIONAL ELEMENT - An Overview of the School District budget
 - Revenue Sources
 - Expenditure Breakdown.
6. MANDATORY ELEMENT - A Listing of Specific Legislative Priorities
 - Local Issues - List specific projects for which the School District is requesting support – include a brief description and/or if applicable a funding request.
 - State Issues - List specific issues that are being supported by other advocacy organizations – indicating how the School District benefits from programs that are funded that support small and rural counties.
 - A Support Statement for the Small School District Council Consortium, the Florida School Boards Association and the Florida Association of District School Superintendents Legislative Programs.
7. OPTIONAL ELEMENT - A Statement in support for other organizations that the School District supports.

School District Legislative Checklist

1. The School Board Chairman or District Superintendent should send a letter to each member of the School District legislative delegation requesting a meeting to discuss your School District's legislative priorities.
2. Participation in local legislative hearings. The School District will have a representative of the School District attend the legislative delegation meeting and requesting support for the legislative agenda.
3. Inform legislators that the School District can be contacted to help with issues that come up during the session.
4. Request legislators to contact you to provide assistance regarding any issues that may come up during the session. Tell them you want to support them in passing legislation that will help your School District and would be pleased to provide them with your opinions on issues if they want to contact you.
5. Obtain some type of memento or good luck gesture for the first day of the session.
6. Visit your legislator in Tallahassee during the session. Contact them in advance and ask them when the best time would be for you to come up.
7. Plan a special event for the School District delegation to attend to during the session and invite them to attend events called by the Small School District Council Consortium, the FSBA and FADSS during the session.